# Digital Inclusion Standard

Supporting government agencies to design and deliver inclusive and accessible digital experiences.

Version 1.0

| 1 | Embrace diversity | Design for diverse needs from the outset, exercising co-design, and applying cohort specific considerations. |
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| 2 | Motivate digital use | Understand the motivations of your audience, communicate the benefits of adopting a digital channel, and ensure that said channel is easy to use. |
| 3 | Protect users | Establish and maintain a safe digital environment that counters scams and misinformation, and provides transparency, and a feedback mechanism. |
| 4 | Make it accessible | Comply with all current legislation and standards relating to accessibility, and ensure from the outset that your service is accessible. |
| 5 | Provide flexibility and choice | Create seamless experiences between service delivery channels, and provide flexibility and choice for how users engage with digital services. |